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DAHLIAS

1935



KAWEAH

ALICE MEUSSDORFFER
Dahlia Gardens

487 HANOVER STREET

SAN FRANCISCO

CALIFORNIA

Greetings for 1935

To all my friends and patrons in the Dahlia World. We are all looking forward for better times and greater Dahlias for the coming year. Our unusually long growing season this past year has produced strong healthy roots, that should do well in every garden. We have had no frost yet this season and today is December 27th; many of our bushes are still green with buds on them, and I cut some good Dahlias on Christmas Day, to present to friends.

We exhibited in one Show this past season, the Dahlia Society of California, and entered in only a few classes; winning a First again on "KAWEAH" for the largest perfect Dahlia in the Show. Another local grower won a First on "KAWEAH" for the Best Dahlia of California Origin, in our Show. We won a First Prize for the Best Two Year Old Seedling, on a giant scarlet red. A lovely basket of Pompons also won. Some visitors at our Show examined some of my entry cards, but failed to put them back where they had been taken from, placing them at other exhibits of mine, before the judges had judged them, and consequently some of my best exhibits were not judged, a wonderful basket of my new Miniature "LUANA" being one of them; on which I have always received a First Prize whenever exhibited.

My 1935 Originations and Introductions have all been grown in the East and have made good, arousing the admiration of all who saw them. Another great honor was conferred on me this year, Elizabeth Rethberg, the Peerless, World Renowned Opera Star, graciously allowed me to name my glorious Giant, Flawless exquisite clear pink Dahlia for her. This Dahlia has been conceded on authority to be even finer than my Kaweah as I grow it. Two of my new Introductions have been placed on Honor Rolls; "Sirius on the American Home Honor Roll; "Alice Gentle" on the Dr. Howe Honor Roll, of the Flower Grower.

"KAWEAH" won a First Prize again at the Century of Progress Show in Chicago, grown and exhibited by an amateur grower in Chicago, he wrote he won easily on it. Have received some fine reports on my "LAWRENCE TIBBETT," and how well liked it was by all who saw it. We are always glad to hear how our Dahlias did for you. With Best Wishes for 1935,

Sincerely

ALICE MEUSSDORFFER

PLEASE READ BEFORE ORDERING !

ORDER EARLY—Do not delay ordering until planting time, as many varieties will be sold out.

TERMS—Remittance must accompany each order. All orders are delivered carefully packed, by Insured Parcel Post or Express. We pay postage on all retail orders over \$3.00; if less than \$3.00 add 25c for postage. Stamps accepted up to \$2.00.

DAHLIA Roots sent to cold climates before April 1st, will be packed against freezing, but sent at Customer's risk. Shipments made about April 10th unless otherwise specified.

WE GUARANTEE—All roots true to name and color, and to be in growing condition when received, after which our responsibility ceases. Please notify us at once if anything is unsatisfactory, when received, or any root does not start to grow after being planted a reasonable time. No replacements unless roots are returned within six weeks after receiving.

We do not substitute unless requested to do so, but would suggest your naming a second choice.

NAME AND ADDRESS—Please write your name and address plainly. Print it if possible.

ABBREVIATIONS: New Dahlia Classifications—F. D. Formal Decorative; I. D., Informal Decorative; S. C., Semi-Cactus

*California Origin.

Our 1935 Introductions

ALICE GENTLE

Honor Roll Dahlia. Formal Decorative. Winner of First Prize as Best Two Year Old. A magnificent striking, fiery, flaming, rich scarlet red dahlia of great size and depth. The color is positively dazzling, it is so rich and bright. It received a large number of votes in the popularity contest at the Botanical Gardens in Bronx Park, New York, where it attracted a great deal of attention. A marvelous addition to a garden. As described by an Eastern grower who tries out my new varieties for me: "ALICE GENTLE sure is one beautiful bright red; it attracted attention all the way across the garden. Had fine 10 inch blooms of great depth, on 3½ foot stems, holding the flower well above the foliage. I am sure it will be a very popular variety." Derrill Hart, said of it: "ALICE GENTLE is really magnificent in my garden, I like it very much on account of its fiery color." It has excellent growing habits, medium tall bushes, stiff firm stems, and very prolific bloomers... Roots only—\$15.00 Net.

COLEENA COOPER

Semi-Cactus Dahlia. Described by a visitor to my garden as a bursting sky-rocket effect. A most unusually beautiful and lovely rich red Dahlia with a light violet reverse, the petals curl and twist giving the effect of a light tip, that is most attractive; there is just a little speck of yellow at the center of each petal at the center of the flower... The size is large and is very deep, stems are stiff and wiry holding the flowers well up and out of the medium tall bush, whose foliage is lacelike and very attractive and pest resisting, and is always full of blooms. A wonderful keeper and very popular as a cut flower. Roots only—\$15.00 Net.

ELIZABETH RETHBERG

Informal-Decorative. Winner of First Prize at the California Flower Festival, California's Largest Flower Show, in 1933, for the Best Two Year Old Seedling. It is a magnificent, giant, flawless, exquisite clear pink Dahlia, with great depth, which I have grown to 14 inches. It is so full when matured that the long petals entirely cover the stem at the back; it stands heat well, does not fade in spite of its exquisite coloring, and blooms continuously, holding its great blooms well up out of the tall bush on long, strong, stiff, stems. Was unable to exhibit, as a very hot spell matured the blooms too much. Curtis Redfern, President of the Dahlia Society of California said, it was my finest Dahlia. The same opinion was voiced by all the other growers who saw it at our meeting following our show. It is named for

the Beautiful, Glorious, Peerless, World Renoned Opera Star of the Metropolitan Opera House, New York. Quoted from the report of my Eastern grower: "ELIZABETH RETHBERG was very good: I had six on one bush and 5 on the other, and they all averaged 10 inches by nearly as



Elizabeth Rethberg

deep. All visitors to my garden just raved over them. I did not cut them all, left some, just too see how long they would last, and they were good for nearly two weeks; the ones I cut proved to be very good cut flowers, lasting a full week in the vase. Unfortunately they bloomed too early for the shows." Roots only—\$25.00.

LUCIA VON GONTARD



Lucia von Gontard

Formal - decorative. This large lovely Dahlia of unusual lovely coloring and great depth was selected by the beautiful and charming Baroness Gert von Gontard, to be named for her at the Dahlia Society of California Show in the Fairmont Hotel in San Francisco in 1934. The color of this lovely flower is a tea rose ground, with a warm violet rose center, tips and reverse of petals violet rose, each petal surrounded with the violet rose color, suffusing the entire flower with an indescribably lovely coloring. Stems are long and strong, holding the large blooms well up and out of the medium tall bush, that

bloom continuously, and has every good quality. The photo engraving was taken late in October, the flower being considerably smaller than earlier in the season. A greatly admired flower. Roots only—\$15.00 Net.

SIRIUS

Honor Roll Dahlia. Semi-cactus or Informal-decorative. Pronounced (Sir'-i-us). Named for the blue star. Hailed at the San Francisco Show as the long awaited blue Dahlia. Described as grown in New Jersey: "SIRIUS is the nearest to a blue Dahlia we have to date. Here it is a real bluish purple, with very little of the pink cast in it. An outstanding Dahlia and we have nothing in any way similar here. A very prolific bloomer, it comes early and is good late; has a fine bush, three to four feet with bloom of perfect bearing."



Sirius

Warwick Carpenter of the American Home says of Sirius: "It does indeed turn in the direction of blue, it has purple, violet or blue in its composition, and is thus a most welcome addition to the range of Dahlia colors, a welcome which it further justifies by other strong characteristics of size, shape and bearing. Miss Meussdorffer has made another meritorious contribution with Sirius." Visitors to my garden on seeing it, blooming, invariably exclaimed, "A blue Dahlia." After sunset the blue comes out more strongly. Under artificial light it takes on a pink tone, as at our show. Roots only—\$15.00 Net.

LUANA

First Prize Winner whenever entered in competition. Informal-decorative Miniature. It is the best and most popular one, and the growers here and in the East are all looking forward to its introduction. The color is new, very hard to describe, very beautiful, a clear clean color, between a rose, salmon and pink, fine form, blooms carried well above the foliage on long, straight, firm stems, perfect form to end of season. Roots only—\$5.00 Net.

MISS VIVIAN, Informal-decorative Miniature (M a c k)
Honor Roll. Pink with rather compact formation, tending to approach the ball type. Blooms carried well above the foliage on long stems. Consistently of good form and color. Roots only—\$5.00 Net.

Our 1934 Introductions

LAWRENCE TIBBETT

LAWRENCE TIBBETT—Eastern and Western Honor Roll. Formal-decorative. This immense 10 to 14 inch Dahlia of fine form and beautiful coloring was selected by the World Renowned Singer, personally, to bear his name. The



color is a warm, glowing, clear peach pink. The large flowers are held erect on strong, straight stems, on tall bushes; prolific bloomers, having excellent keeping qualities. Blooms of it have been taken home after exhibiting it two days, and they kept perfectly three or more days longer. It is one of the few Dahlias that may be cut before matured, and that will open perfectly in water and last for a week or longer. Have had fine reports of it from all over the country. One grower said: "It was very fine in every way, and attracted lots of attention, could be seen from the highway; it went up nearly seven feet and every stalk perfectly straight. The color was quite unusual and it was well liked by all." Roots only—\$10.00.

Lawrence Tibbett

Our Other Introductions

*ALICE MEUSSDORFFER—I. D. This large refined and exquisitely beautiful Dahlia is universally admired in the East as well as the West. Dr. Howe of the Botanical Gardens, New York, wrote me of its great beauty and how universally it was admired... The color is a clear pinkish orchid, with a velvety texture; flowers often measure 10 inches and over, and are held perfectly erect on a long wiry, straight stem; very attractive lacelike but leathery foliage, a prolific bloomer. The masses of blooms on the tall bushes are most attractive in the garden. Roots—\$4.50.

BELLATRIX



Bellatrix

*BELLATRIX—This giant Informal Decorative is most attractive, was well liked in the East, and is a great addition to any garden. The color is yellow ground, with violet rose center, petals splashed and tipped with the violet rose. Was very popular as a cut flower, and is an excellent keeper, and always greatly admired. The large flowers are held erect on long strong stems, on tall bushes. The illustration shows my friend, Mrs. Haake standing beside the bloom.

Roots—\$10.00

*CAROLINE MEUSSDORFFER—F. D. This large Dahlia of great beauty, depth and fine form, is named for my dear mother. The color is creamy yellow, suffused with a bronzy salmon pink; stems are long, bushes are tall and always full of flowers. Roots—\$1.50.

*FLAMENCA—S. C. A large lovely cactus of a rich warm velvety peach color, with great depth, on tall bushes; stems are long and strong. Roots \$1.00.

*GLADYS YOUNG—I. D. Prize Winner. Immense and fine form; 10 to 12 inches, with 6 to 8 inches deep, gloriously beautiful, clear canary yellow blooms of great depth are common, stems long and strong on tall bushes. Roots \$3.50.

*INGOMAR—S. C. This immense 10 to 12 inch rich red, shading to scarlet Dahlia of fine form and erect carriage on strong, straight stiff stems, with great depth is very attractive. Medium tall bush, and prolific bloomers. Roots \$3.50

*JOHN MEUSSDORFFER—F. D. Honor Roll Dahlia. Prize Winner. Named for my father, a California Pioneer; a great lover of flowers, who planned the beautiful grounds in which I raise my Dahlias... A stunning large Dahlia of a glorious, vivid, scarlet, stems are straight and strong; in a warm climate bush grows 5 feet tall, full of large flowers; considered the best red by many. Roots—\$1.00.

*KAWEAH—Winner of First Prize and Sweepstakes in Chicago at the Century of Progress Show in 1933 and 1934 for Largest Dahlia in Show, Honor Roll Dahlia, First Prize Winner whenever entered for Largest Dahlia, in Dahlia Society of California Show since its Introduction. First Prize Winner at Grand Rapids Show, 1934. Excellent reports from Australia, Holland, Germany, Canada, New Jersey, Connecticut, Chicago, Ohio, Seattle and many other places where KAWEAH has been grown to 15 inches; I have grown it to 16½ inches. Sent to Chicago by Air Express

in 1933, arrived in perfect condition, and lasted four days in fine condition till the end of the Show. Grown in Chicago and exhibited and First Prize won by an Amateur for Largest Flower at World's Fair in 1934. KAWEAH is named for one of our mountain peaks in the High Sierras in California. It has everything: huge size, splendid long, strong, straight stem, wonderfully rich color, fuchsia rose, rich velvety cardinal shading at center of petals, towards center of flowers, with reverse of orchid and lavender. It has fine form and substance, and splendid keeping qualities. First flowers have been 13½ to 16½ inches, with great depth, late flowers 10 to 12 inches. These tremendous blooms are held perfectly erect on very long, straight stiff stems, 18 to 24 inches to first lateral, requiring very little disbudding, one lateral being sufficient. As many as 4 and even 8 enormous blooms at one time on a bush. Have been informed there is a lot of poor, over-propagated stock on the market at very low prices; beware.

Mr. Warwick S. Carpenter of the American Home says: "Unquestionably one of the Most Sensational Dahlias of recent years, due both to its size and also to its general character. In a room full of Dahlias, it arrests the eye by size, shape and bearing." "It is still strongly holding its own." Exceptional Prize Winning Stock. Roots only—\$5.00.

(Illustrated on Front Cover)

*LARRY—Pompon. Golden Amber, pink cinnamon center, long stems. Fine cut flower. \$\$.50

*LORRAINE—Pompon. Lovely amber, old rose center and tips; long stems, popular. \$\$.50

*MAY DEARBORN SCHWAB—I. D. American Home Achievement Medal Winner. Honor Roll, Large beautiful Dahlia of Chinese ciolet color. Tall bushes, long stems. \$1.00

*MOONBEAM—F. D. American Home Achievement Medal Winner 1931. Honor Roll Dahlia. Large primrose yellow of fine form, erect carriage, on tall bush. \$3.50

*REYNOLD—F. D. A strikingly beautiful Dahlia, strawberry red, splashed bright carmine, with cream reverse; long stems, and medium tall bushes. Roots—\$1.50

*ROSALIND KEEP—F. D. First Prize Winner for Best Basket of 25 Blooms in 1932 and 1933, at Dahlia Society of California Show in San Francisco. A stunning display of this exquisitely beautiful Dahlia. 10 inch blooms are common of this clear delicate, pure pink, with white center, waterlily form Dahlia. Stems are long and strong, bushes tall. Excellent cut flower. Roots—\$3.50

*SNOW WHITE—F. D. Large white beautiful Dahlia of great depth and substance, having long strong stems, on tall bushes, greatly admired in the East. \$1.00

*STEPHEN MATHER—I. D. Immense Dahlia of unusual coloring and great strength. The color of this huge Dahlia is a brown old rose, with violet reverse, long strong stems, on tall bushes, with lace-like foliage. Roots—\$3.50

*TRISTAN—F. D. Immense rich, glowing, velvety red flower of fine form, is held erect on strong stiff stem, on sturdy bush, very attractive. Roots—\$1.00

Good Varieties of Other Growers

- *AMBASSADOR—Straight C. Large soft yellow and salmon, strong stiff stems. My stock is of the original \$50.00 Prize Winning Stock. Perfect centers. \$.75
- *AMUN RA—F. D. A stunning copper and orange, scarlet reverse, strong stems. \$.50
- ANTARES—F. D. A very fine pure scarlet, large Dahlia, strong stem. Roots—\$6.00
- ARCTURUS—F. D. Scarlet red, suffused deep yellow and yellow reverse, good stems and substance, good keeper on bush or when cut. Roots \$7.50
- *DONNA CALIFORNIA—I. D. A large deep rose pink, suffused with lavender. \$1.00
- EDNA FERBER—S. C. One of the finest. Glistening coral, shading to old gold. \$.75
- *ELINOR VANDERVEER—F. D. Prize-winning, magnificent rose pink, good keeper. \$.50
- HONOR BRIGHT—F. D. Large, well formed peach red to light jasper red, with long strong stems, distinctive and insect resisting foliage, good keeper. \$6.00
- JANE COWL—I. D. Great Prize-winner. Large flower of buff, salmon and orange. \$.50
- *NEW GLORY—S. C. Striking rich ox-blood red, tips of petals are white. \$1.00
- *SUNSET TROPHY—Large primrose yellow, with long strong stems. Prize-winner. \$3.50
- *SNOW BALL—Ball. Pure white, very fine show Dahlia. Fine cut flower. \$1.00
- WILLIAM HOGAN—F. D. Bi-color. Large garnet red, heavily tipped white, good stem. \$1.00
- WILLIAM RATHGEBER—I. D.—Honor Roll. A beautiful rose scarlet, fine upright growing Dahlia; very striking. \$5.00
-

Collarette, Miniature and Pompon Dahlias

- GEANT DE LYON—Collarette. Large velvety, maroon, long white collar. \$.50
- LITTLE JEWEL—Dec. Miniature. Clear delicate pink, very dainty. \$.35
- CORONNE—Dec. Miniature. Beautiful white, resembling a gardenia. \$.75
- *BANTAM—Pompon. Best red for cutting, small, extra long stems. \$.35
- *BOSSY—Light phlox purple, darker center, long stems. \$.35
- DAISY—Salmon rose, long stems, very popular. \$.50
- DARKEST OF ALL—Maroon, almost black. \$.50

DEEDEE—A perfectly formed bluish lavender, dainty and small.	\$.35
GIRLIE—Lilac Pink, long stems, good for cutting.	\$.35
*HELEN ANITA—Small pink lavender, white center, very pretty, long stems	\$.35
JOHNNY—Very dark red, small and most perfect.	\$.35
*LARRY—Golden amber, darker center, long stems, good for cutting.	\$.50
*LITTLE DAVID—Deep burnt orange, perfect form, good bloomer.	\$.25
*LORRAINE—Lovely amber, old rose center and tips, long stems, good bloomer.	\$.50
LYDIA—Delicate pinish orchid.	\$.50
MARIETTA—Deep rosy crimson.	\$.35
NELLIE FRASER—Light ground, edged and tipped with rose.	\$.35
REGULUS—Cerise purple, small perfect form.	\$.25
ROSEA—Charming variety of bluish lilac, small and prolific.	\$.50
TOMMY KEITH—Crimson, tipped white.	\$.35
YELLOW GEM—Pure yellow, excellent for cutting	\$.25

Pompon Seed 100—\$1.00 Miniature Seed 25c a Package

Special Dahlia Collections

Choice Varieties \$5.00 and \$10.00



CAROLINE MEUSSDORFFER

(Addenda to page 11)

For cut flowers pick in the evening or early morning; burn the ends of stems in any flame or dip in boiling water for a minute, put at once in deep cold water and put in cool place free from draft until wanted, never allow the faded flowers to remain on the bushes, but cut them off with as much stem or stalk as possible. Dahlias will continue to bloom until a heavy frost kills the tops in the Fall. In a cold climate they should be dug shortly afterwards and stored in a dry, frost-proof cellar, away from heat. Cover with dry soil or peat to keep them from shriveling inverting them may keep them from rotting; it is advisable to look after them occasionally. Divide in the Spring after the eyes begin to show, being careful that each root has an eye.

Helpful Hints on Growing Dahlias

Prepare the soil in the Fall or early Spring by spading 18 to 24 inches deep. Work in thoroughly well-rotted manure, which restores the necessary properties and makes the soil mellow... Dahlias will grow in almost any kind of soil if properly planted and cultivated. Lighter soil requires more manure or humus producing materials to hold the moisture. Heavy soil requires less fertilizer than light soil. In clay or adobe soil, mix well with sand or coal ashes well spaded in. Never plant when soil is wet and soggy; when possible plant in an open sunny location, at least 3 feet apart, out of reach of trees or shrubs. About two weeks before planting, scatter all over the ground a good potato fertilizer, composed of 2 per cent. Nitrogen, 6 per cent. Muriate of Potash, and 8 per cent. of Phosphoric Acid together with an equal amount of bone meal; spade this in well. In light soil, plant tuber 6 inches deep, in heavy soil, 4 inches deep, covering at first with two inches of soil, filling in gradually as plant grows. Lay the root down flat, with eye or sprout up, surrounding it with sand or light soil, never letting any fertilizer come in contact with the root. Just as soon as the plants are up, keep the soil loose and mellow by hoeing once or twice a week; water slightly once or twice a week, especially in hot weather, do not let them dry out.

When the plants have set out three sets of leaves, pinch out the top, giving the plants a chance to branch. When the buds appear stop all cultivation and give the plants a mulch of manure, leaves, grass clippings, etc., and around the base of each plant place a shovelful of well-rotted manure if possible. Keep all fertilizers away from the stalks and the ground free from weeds.

When buds appear, soak the ground thoroughly about once a week or oftener.

Watering is one of the most essential things in producing fine flowers. For extra large blooms, disbud by pinching off all buds in a cluster except the strongest one.



KAWEAH



KAWEAH—16½ inches

Sweepstakes and First Prize-winner in 1933 and 1934 at World's Fair in Chicago for Largest Dahlia.

Member of the American Dahlia Society.
Member of the Dahlia Society of California.

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